



Engaging Customers Across Generations



Engaging Customers Across Generations is a two day workshop presented one day one week and the second day during following week. The workshop addresses the learning needs of supervisors and frontline staff as they continue to address the challenges of engaging customers across generations. The Workshop curriculum was developed and will be presented by Dr. Cal Crow and Ms. Morgan Zantua from the Center for Learning Connections, Highline Community College.

The workshop features:

1. Understanding how younger customers may think & view the world.
2. Addressing participants' questions about cross generational issues.
3. Strategies to increase customer talk & to "keep the ball in the customers' court."
4. Identifying WIIFM (What's in it for me?) questions being asked by customers, especially younger ones. (E.g., IRP & Job Search workshops.)
5. Mind Mapping.
6. Engaging customers at the heart & soul levels.
7. Jigsaw learning activities.
8. Teaching people to say "yes, and" rather than "yes, but."
9. Using Appreciative Inquiry, i.e., the process of "thinking positive" & focusing on what is working well.
10. Understanding & handling conflict.
11. Applying all of the above when working w/groups.
12. A presentation/practicum activity to demonstrate what was learned during the workshop.

Benefits & Outcomes:

- Acquire knowledge & skills to improve success rates with customers from all generations.
- Feel more confident when working with customers, regardless of their age or issue.
- Be able to reduce conflict & increase customer participation.

What staff are saying about the workshop:

- Introduces a method to connect with customers- great skills to use not only with clients also with friends, children, and family
- You will have fun, you will not be bored, it is worthwhile and it has direct application to your job and to truly be effective in the future- you need it
- Great thought provoking workshop. Useful, practical applications to be used now
- It is an opportunity to acquire some skills to work with WorkFirst customers and have a better understanding of their values

When will the training be in your region? Cascade East – June 2005 Training sessions are from 8:30 am to 4:30 pm

Supervisors will receive specific dates and information needed to sign-up!

